Media Kit
Digital Advertising

NEW: Contextual Advertising via PubGrade Advertising Solutions

Karger Publishers utilizes PubGrade’s powerful contextual targeting platform to offer you, our advertisers, granular contextual and audience targeting, coupled with effective campaign management and more detailed reporting. This means that we will serve your ads in the context of relevant research articles - optimizing reach and delivering exceptional value for your budget.

PRE-CAMPAIGN CONSULTATION

• You tell us about the products, services, and content you want to promote.
• We will identify the most relevant keywords that connect your campaign message to Karger research articles that are read by your target audience.
• You can suggest any number of keywords, phrases, or scientific concepts, which we will combine using Boolean logic to present your advertisements alongside only the most relevant Karger research papers.
• Campaign keywords can be modified, according to your feedback.
• We will share impression forecasts and campaign reach data resulting from your individual range of chosen keywords prior to the commencement of any campaign.

DURING THE CAMPAIGN

• You have the option to gain direct access to real-time campaign metrics through our Campaign Monitoring service.
• Analyze your campaigns and optimize them to achieve superior results.
• With longer term campaigns you will receive monthly, more detailed performance reports.

POST-CAMPAIGN

• You will receive a detailed PDF report that goes beyond general performance metrics. Among other data, it contains the identification of page views by institutes and clinics.

Contextual Targeted Digital Advertising Opportunities

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>DIMENSIONS in px</th>
<th>LOCATION</th>
<th>BACK-GROUND COLOR</th>
<th>MAX. WEIGHT kB</th>
<th>INTRODUCTORY RATE RESEARCH SECTOR € CPM</th>
<th>INTRODUCTORY RATE CLINICAL SECTOR € CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scrolling HPU</td>
<td>300 x 600</td>
<td>Article pages</td>
<td>White</td>
<td>200</td>
<td>55,00*</td>
<td>85,00*</td>
</tr>
<tr>
<td>Scrolling Skyscraper</td>
<td>160 x 600</td>
<td>Article pages</td>
<td>White</td>
<td>150</td>
<td>50,00</td>
<td>80,00*</td>
</tr>
</tbody>
</table>

*Prescription drug advertising is currently only possible when Geo-targeted to the US.

More than 2 M Page impressions/month across karger.com

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AACRJournals.org
Classic Digital Ad Placements on Karger’s Journal Platforms

In addition to contextual targeting at a granular article level, Karger offers classic banner advertisement on our over 100 journal home pages. This kind of digital advertisement is particularly useful when your campaign objective is to generate corporate awareness on a broad scale.

### TECHNICAL SPECIFICATIONS

- **File Types:** GIF, JPG, PNG
- **Non-animated**
- **Minimum Resolution:** 72 dpi

### PLACEMENTS

- Journal Home
- Journal Issues
- Guidelines for Authors
- Editorial Board
- Aims and Scope

### Karger 2021 Classic Digital Advertising Opportunities

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>DIMENSIONS</th>
<th>BACKGROUND</th>
<th>MAX. WEIGHT</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>White</td>
<td>150</td>
<td>1.580,00*</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
<td>White</td>
<td>150</td>
<td>1.150,00*</td>
</tr>
<tr>
<td>Rectangle large</td>
<td>165 x 141</td>
<td>White</td>
<td>100</td>
<td>990,00*</td>
</tr>
<tr>
<td>Rectangle</td>
<td>165 x 67</td>
<td>White</td>
<td>50</td>
<td>770,00*</td>
</tr>
</tbody>
</table>

*Monthly Rate per Journal

### GUIDELINES

- Minimum booked impressions: 40k
- Minimum campaign duration: 1 month
- Agency Commission: 10% (excl. VAT/TAX)
- Contact us, for further customizations and bespoke offerings